

Message Text

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PAGE 01 BONN 09967 121813Z

60

ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 PRS-01 PA-03 USIA-12 RSR-01

RSC-01 /055 W

----- 066629

R 121714Z JUL 73

FM AMEMBASSY BONN

TO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUESSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

INFO SECSTATE WASHDC 6253

USDOC WASHDC

UNCLAS BONN 9967

COMMERCE FOR BIC/OIM - CLARK

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: PROMOTION CAMPAIGN FOR LASER '73, MUNICH,
SEPT 4-7.

1. PREPARATIONS FOR US PARTICIPATION IN LASER 73 ARE NOW UNDERWAY. MR. H.L. KIRCHSCHLAGER IS ACTING AS THE DUSEX FOR THIS SHOW UNTIL THE ARRIVAL OF HALL BROMEL NEXT WEEK. HIS OFFICE IS AT THE AMCONGEN IN MUNICH.

2. LASER 73 FALLS INTO THE MINISHOW CATEGORY, WITH APPROXIMATELY 18 AMERICAN FIRMS EXHIBITING THEIR LASER EQUIPMENT. BECAUSE OF THE LIMITED SIZE OF THE SHOW AND ITS RELATIVELY SMALL BUDGET NO DBR WILL BE ASSIGNED TO IT, NOR WILL A PUBLIC RELATIONS FIRM BE HIRED AS THE MARKET PROMOTION CONTRACTOR. MR. BROMEL WILL BE MAKING A LIMITED NUMBER OF PERSONAL CALLS ON KEY PROSPECTS MAINLY IN CONNECTION WITH THE BUSINESSMEN'S RECEPTIONS THAT ARE TENTATIVELY PLANNED

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PAGE 02 BONN 09967 121813Z

AT THE FOLLOWING FOUR POSTS AT THE TIMES INDICATED:

FRANKFURT OR STUTTGART--WEEK ENDING AUGUST 4;

HAMBURG--WEEK ENDING AUGUST 11;

DUESSELDORF--WEEK ENDING AUGUST 18;

MUNICH--WEEK ENDING AUGUST 25.

3. WHEN THESE DATES ARE CONFIRMED BY MR. BROMEL, THE POSTS INVOLVED ARE ASKED TO ARRANGE A MAXIMUM OF EIGHT KEY PROSPECT CALLS TO BE MADE JOINTLY BY POST COMMERCIAL OFFICERS AND MR. BROMEL. THESE SHOULD BE SCHEDULED FOR THE DAY OF THE RECEPTION AND/OR THE DAY PRECEDING OR FOLLOWING IT.

4. THE ABOVE MENTIONED POSTS ARE ASKED TO ARRANGE THE RECEPTIONS WHICH SHOULD CONSIST OF SOME 20-25 END-USERS AND POTENTIAL AGENTS. FOUR OR FIVE MEMBERS OF THE PRESS SHOULD BE ADDED TO THE GUEST LIST. RECEPTIONS SHOULD BE PRECEDED BY A 30-45 MINUTE PRESS CONFERENCE. MR. BROMEL WILL PROVIDE INFORMATION ON THE MODEST AMOUNT OF MONEY AVAILABLE FOR THESE RECEPTIONS.

5. IN THE ABSENCE OF A MARKET PROMOTION CONTRACTOR, USIS HAS AGREED TO PROVIDE ASSISTANCE IN ARRANGING THE PRESS CONFERENCES CONNECTED WITH THESE RECEPTIONS. USIS BONN WILL BE SENDING A MESSAGE TO POST PAOS PROVIDING THEM WITH GUIDANCE ON THIS SUBJECT. COMMERCIAL OFFICERS ARE ASKED TO COORDINATE PREPARATIONS FOR THESE RECEPTIONS WITH THE APPROPRIATE PAOS.

6. IN REPORTING ON THE KEY PROSPECT CALLS, POSTS ARE ASKED TO FORWARD COMPLETED PIR FORMS TO THE EMBASSY. HILLENBRAND

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 JUL 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BONN09967
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730739/aaaabcfk.tel
Line Count: 94
Locator: TEXT ON-LINE
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 10 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10-Sep-2001 by elbezefj>; APPROVED <25-Jan-2002 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROMOTION CAMPAIGN FOR LASER '73, MUNICH, SEPT 4-7.
TAGS: BEXP, GE
To: n/a
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005